

INNOVATION AND SMALL ENTERPRISES

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oxymoron or necessary or both





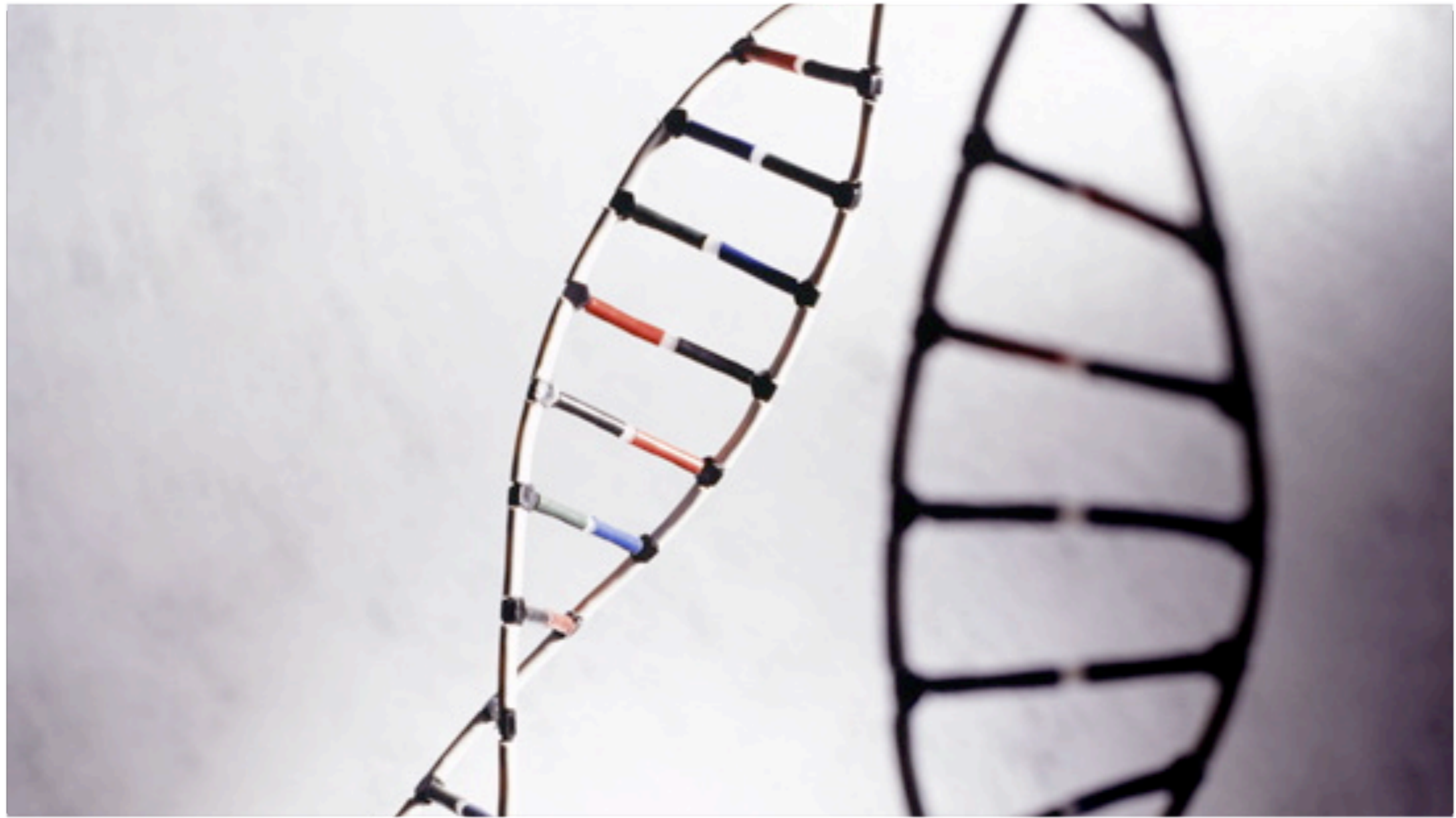
www.cytech.gr



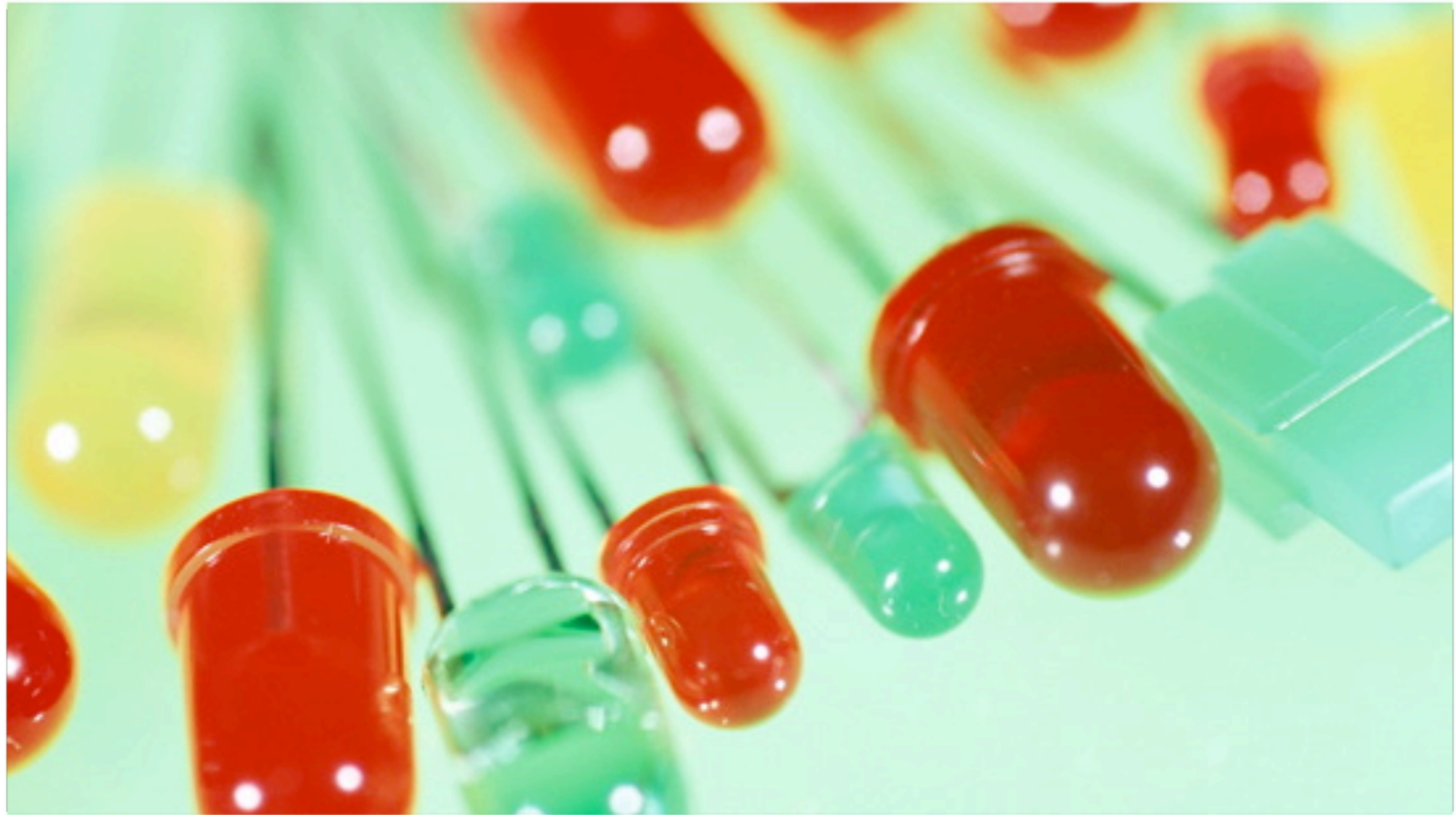
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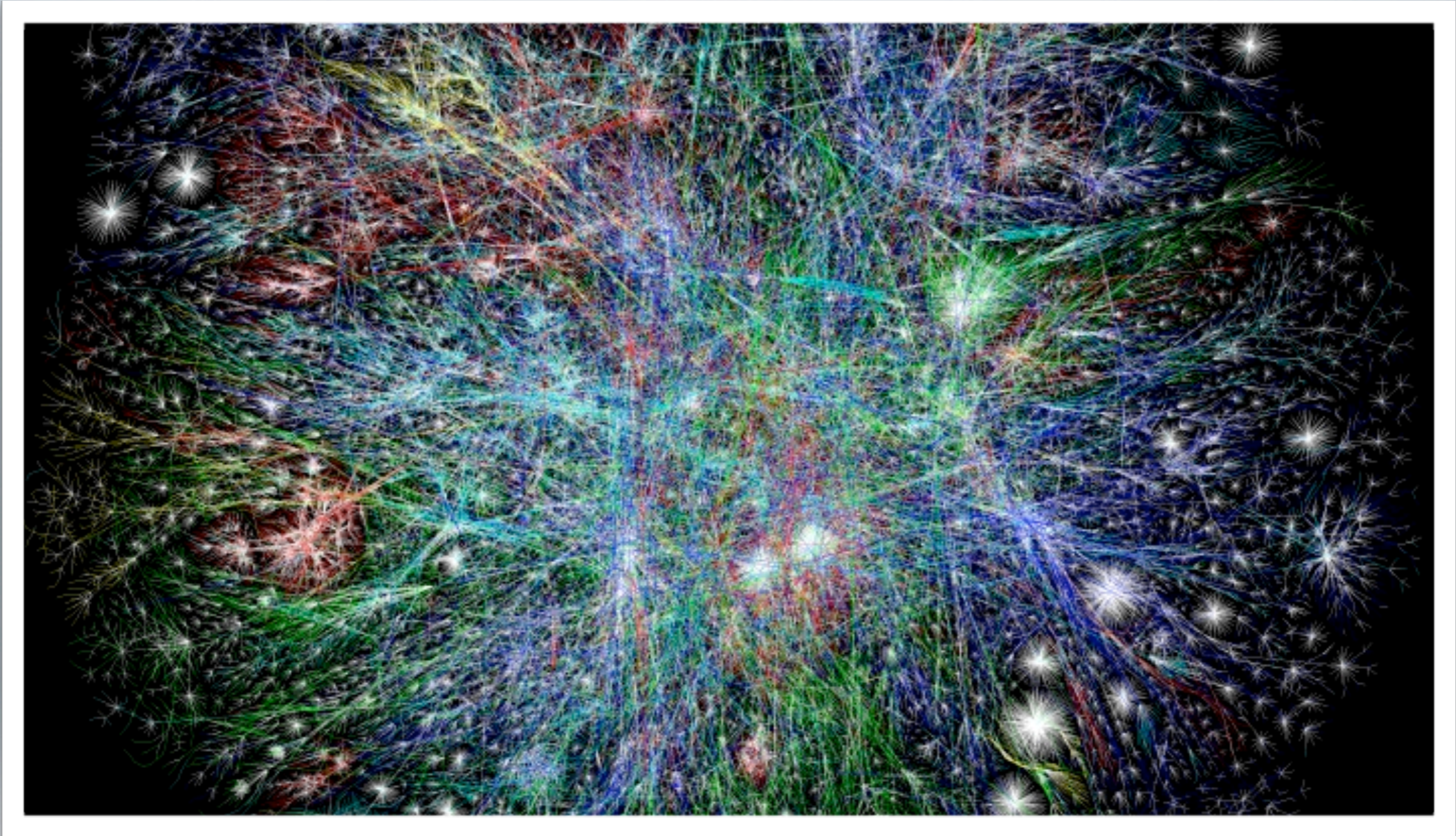
PARTICIPATIVE DEMOCRACY



GENETIC SEQUENCING



SEMICONDUCTOR



THE INTERNET



MONEY



WEAPONS



IPHONE



ZIPS

WHAT IS INNOVATION

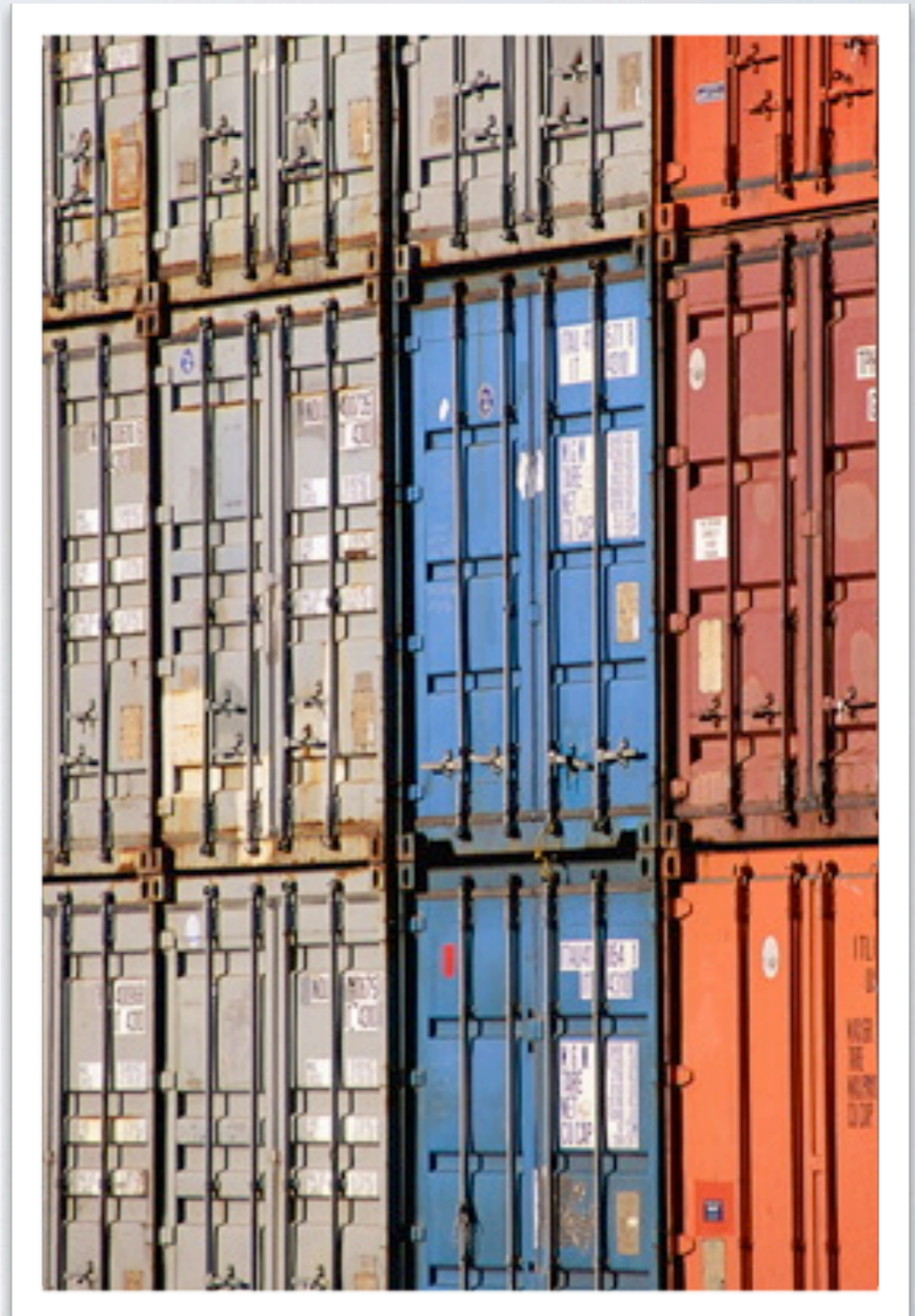


“Innovation is the creation of better or more effective products, processes, technologies, or ideas that are accepted by markets, governments, and society. Innovation differs from invention in that innovation refers to the use of a new idea or method, whereas invention refers more directly to the creation of the idea or method itself.”

Wikipedia

WHAT IS INNOVATION

- Innovation is not invention or discovery
- Can be brand new or a bit different
- Can be complex or simple
- Type, industry and style are irrelevant
- **The impact really matters**



WHAT INNOVATION IS **NOT**

- Innovation is not about discovering the wheel
- Innovation is about applying new methods and ideas to your business, not necessarily **your** ideas and methods
- Cytech's biggest innovation of the last 2 years is the adoption of methods to expand to other markets



INNOVATION AND ENTREPRENEURSHIP

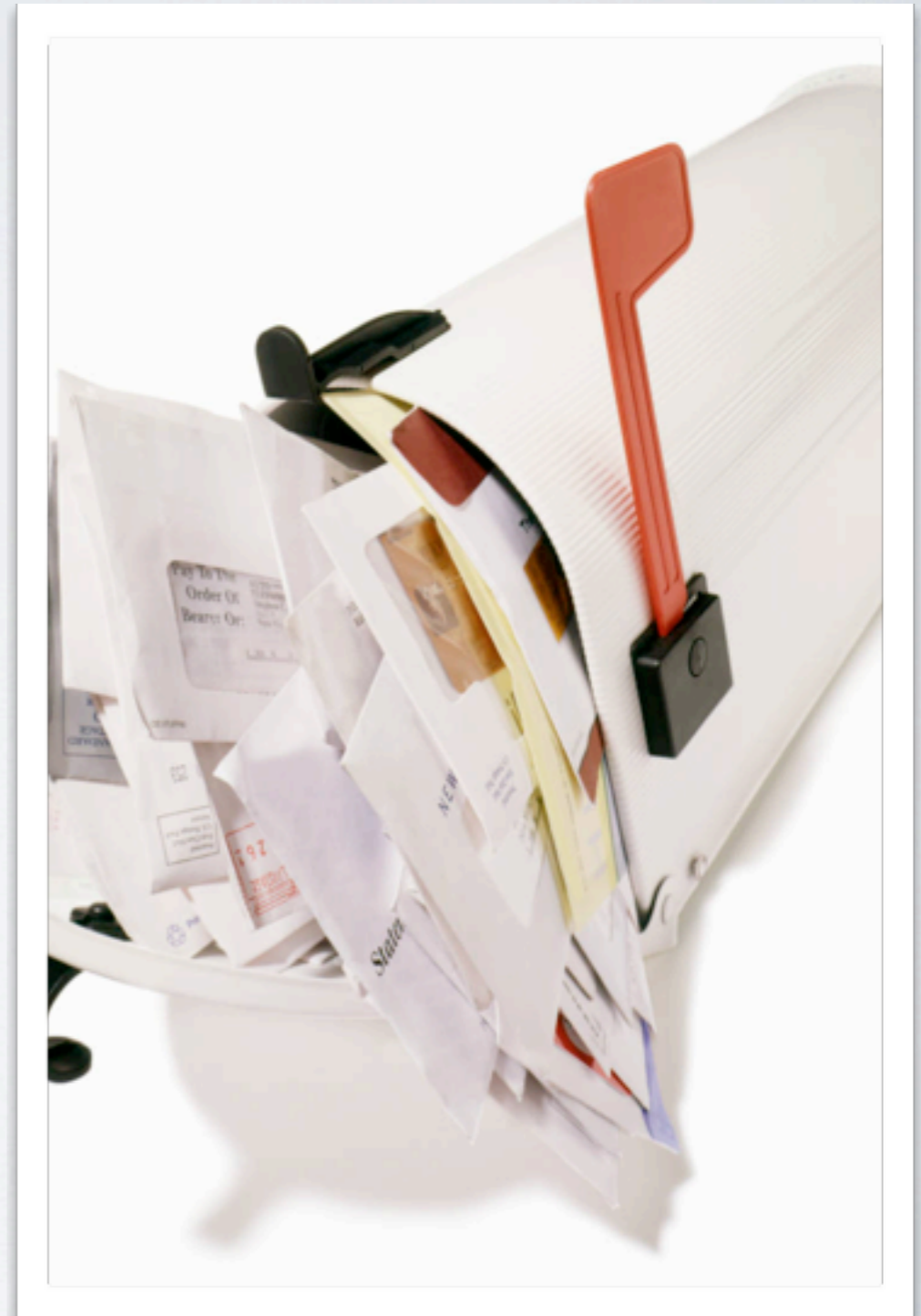
- Traditional competitive advantages in the global market changed
 - ~~Personal relations~~
 - ~~Location~~
- Innovation is necessary as it is the major competitive advantage
- No innovation = no future
- Traditional and old companies has to innovate to survive

INNOVATION AND ENTREPRENEURSHIP

- Create or use innovation
 - Not always a new product/service
 - Improve your products and services quality
 - Improve your processes and tools
 - Reduce costs, energy, materials
 - Create new markets

SOME EXAMPLES

- ATOS tries to stop spam email
- 10% useful emails
- 18% spam
- **Eradicate internal email**
- Instead use IM or Internal social applications



RESULTS

- 20% fewer emails in 6 months
- New more efficient tools introduced:
 - Wiki
 - Online chat
 - Video conference
 - File and Application sharing



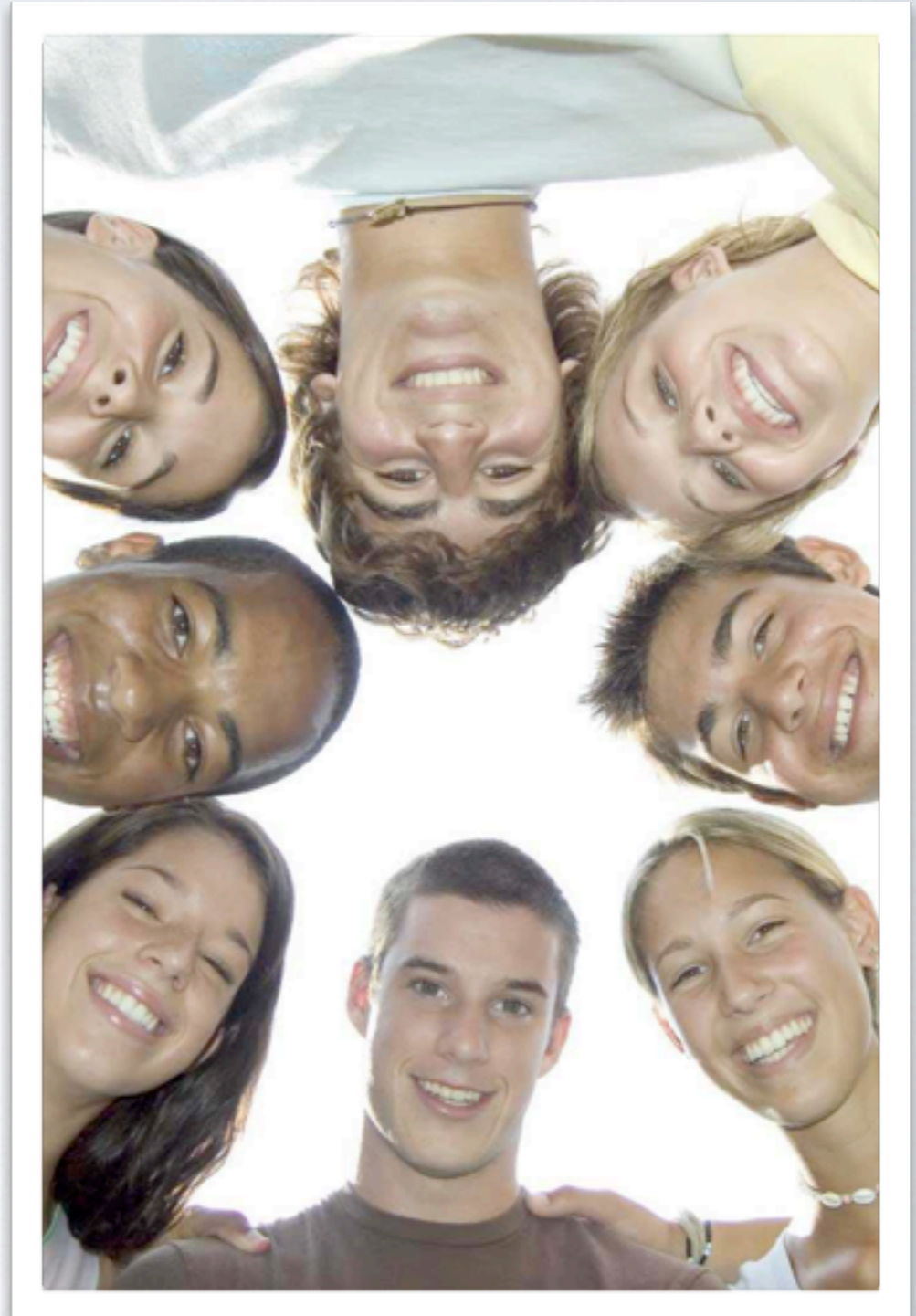
INNOVATION IS THE COMPETITIVE ADVANTAGE

- What is the competitive advantage of a small enterprise:
 - Flexibility
 - Innovation
- Innovation is more essential to small enterprise
- SME can and has to use and create innovation



WHY WE CAN INNOVATE

- Most small young enterprises are set up by young people with fresh ideas
- Even if they grow older they keep to hire young people
- They love their job
- They work as a team
- They keep strong relations with basic research



WHAT OBSTACLES TO OVERCOME

- Most of the time you are out of money or time or both
- Innovation in its formal way needs money
- Small companies have very limited resources
- Help from the state is almost non-existent
- So what we do?



INNOVATION AND SMALL ENTERPRISE

- Think different. You can't afford a whole R&D Department
- Don't stop thinking about your ideas
- Share them and discuss them with your partners and friends
- Ask for help not for money
- Implement it in a cost effective way
- Invest any money and time you can spare to research

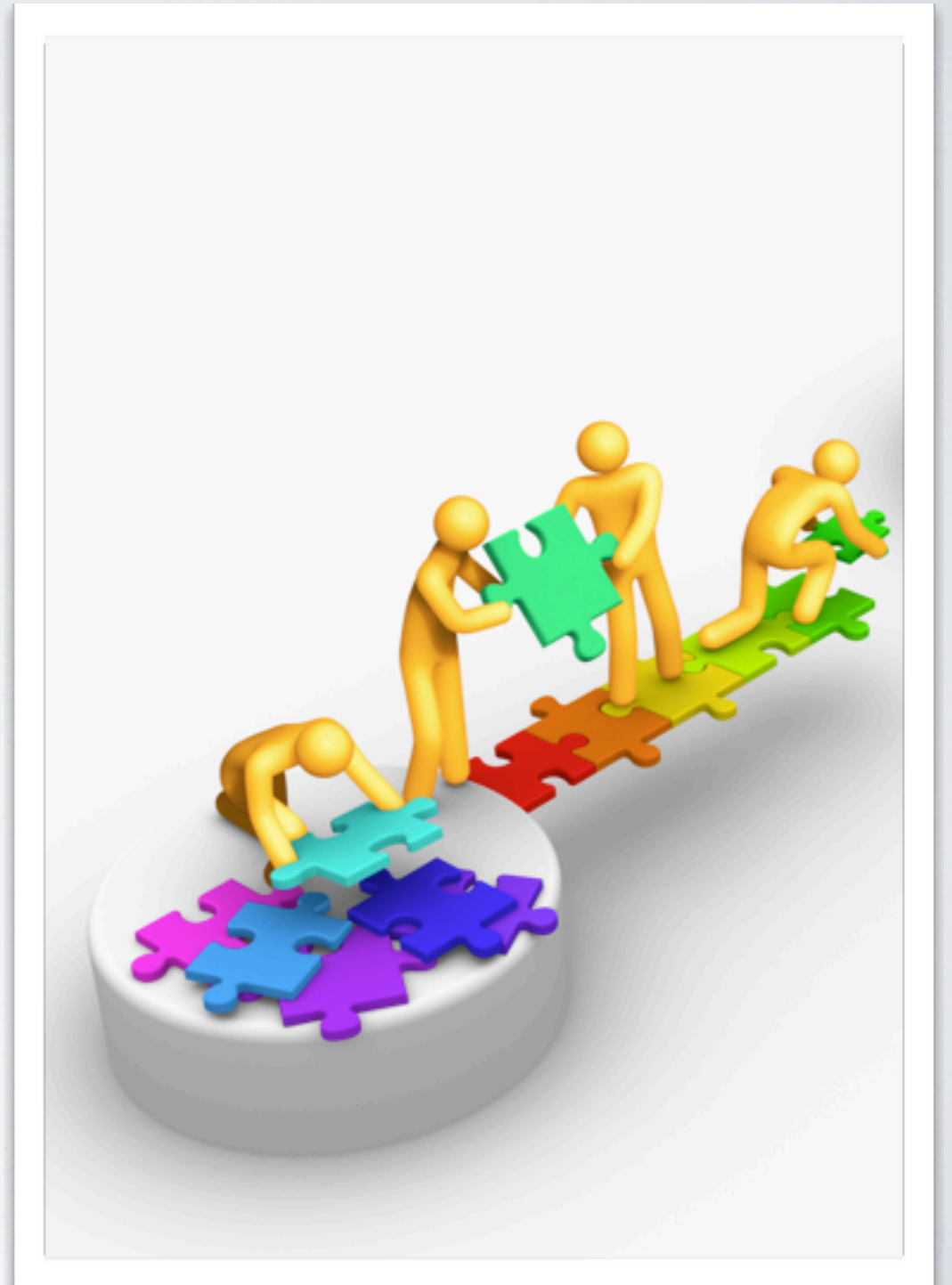


ONE MORE EXAMPLE

- In 2009 Cytech decides to market its mobile marketing platform abroad
- Small prior experience based on other products
- We start advertising in emerging markets
- We improve our platform with new features
- We make it multilingual
- We make it compliant with local regulations
- We introduce **SaaS** model

RESULTS

- 10 new installations in 2 years in countries like
 - Thailand, Guam, Mexico, Kenya, Egypt, Saudi Arabia
- Note that we have only 3 in Greece
- Can you see the innovation?



HOW TO INNOVATE

You have to love
your job.



HOW TO INNOVATE

- Get as much knowledge as you can on your field
- Be always up to date
- Do not be afraid to make mistakes
- Take risks
- Work hard
- Share your work with others
- Find some money

IS THIS ENOUGH?

- You need some luck
- Timing is very important





MISSION

Could we become No.1